

## PRIMARY LOGO VERSIONS + ORIENTATIONS

The "It's In Our Hands" campaign logo is comprised of the words "IT'S IN OUR HANDS to stop the spread of COVID-19 HAMPTON ROADS," a stylized hand emblem integrated with the "O" in "OUR", and a horizontal line over HAMPTON ROADS. **This is the complete logo lockup.**

There is both a stacked and horizontal orientation, as well as DARK and LIGHT versions.



## SECONDARY EMBLEM



An outline-only version of the hand emblem may be used as a supporting identity element.

**Do not use as a replacement for the complete logo lockup.**

## FILE TYPES PROVIDED

.EPS	This file type <b>can</b> be resized larger or smaller with no loss of quality. This file type <b>does</b> support a transparent background.
.JPG	This file type <b>can not</b> be resized larger — it will lose quality. This file type <b>does not</b> support a transparent background.
.PNG	This file type <b>can not</b> be resized larger — it will lose quality. This file type <b>does</b> support a transparent background.

## TYPOGRAPHY

**Our primary font family is MUSEO SANS ROUNDED.**

This sans serif font may be used for headlines, body copy, captions, callouts, and for the majority of uses.

WEIGHTS: 300, 500, 700, 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Our secondary font family is CALGARY SCRIPT OT.**

This script font may be used for keyword highlights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

.OTF font files have been provided to be used FOR THIS CAMPAIGN ONLY. License agreement prohibits the use for any other needs.

## PRIMARY COLOR PALETTE

<b>BLUE</b>	<b>TEAL</b>
R13 G49 B113 HEX #0c3070 C100 M91 Y28 K16	R107 G189 B171 HEX #6bbcaa C58 M5 Y39 K0
<b>RED</b>	<b>CREME</b>
R253 G98 B92 HEX #fc605b C0 M78 Y59 K0	R250 G245 B228 HEX #f9f4e2 C02 M2 Y11 K0

## SECONDARY COLOR PALETTE

For creating gradients used in graphic support systems.

<b>PLUM</b>	<b>GOLD</b>	<b>GREEN</b>
R168 G70 B141 HEX #a8468d	R252 G181 B31 HEX #fcb51f	R99 G162 B67 HEX #63a243

## SUPPORTING GRADIENTS

BLUE	TEAL
TEAL	GREEN
GREEN	GOLD
GOLD	PLUM
PLUM	RED

## APPROVED IDENTITY USE OVER BRAND COLORS

The "DARK" version of the logo may ONLY be placed over brand color "creme" or white.

Use the "LIGHT" version when placed over dark brand colors and/or gradients.



## CLEAR SPACE + MINIMAL SIZE

## CLEAR SPACE

Clear space is measured by the height of the "H" in "HANDS."

The minimum clear space must always be 1x on all sides of the logo. Whenever possible, the amount of clear space should be increased. This is applicable for both stacked and horizontal orientations.

## MINIMUM SIZES

The logo may scale up as large as desired, but should not be smaller than one-inch tall for the stacked version, or one-and-a-half inches wide for horizontal version.



## UNACCEPTABLE USAGE

Do not change colors.



Do not substitute fonts or re-draw.



Do not remove any element of the logo.



Do not skew or stretch the logo.



Do not place the logo over brand colors that reduce its legibility.



Do not place the logo over busy images or video that reduces its legibility.



When placing the logo over images, use brand colors and/or gradients to augment the image enough to improve legibility.



## SOCIAL MEDIA GRAPHICS

Universal graphic elements must include a gradient border, logo or emblem.

The following images and templates have been created for localities to use on their social media channels.

Do not not alter or redesign templates. Only use the approved artwork.

### CAMPAIGN IDENTITY



### CAMPAIGN RALLY MESSAGE



### SAFETY MESSAGES



### LOCALITY-SPECIFIC



.PSD templates have been provided that allow locality-specific changes to image and event/activity info.

"By doing our part, we can get back to fun, like [xxxx]."